plugIN Metrowest Campaign June 2024

In 2023, MassEnergize received state funding for a community-based engagement effort to support four towns – Acton, Framingham, Natick, and Wayland – with home electrification.

What we did

- Launched a multi-community campaign website
- Facilitated sharing, learning, and collaboration across communities
- Tracked the success of outreach efforts using marketing tools
- Deployed Community Experience Survey

Results

- Over **500** registrants attended **24** events
- Over **800** visitors to plugINmetrowest.org
- Supported **118** coaching requests; **65%** were for heat pumps
- Enrolled **23** new community solar subscribers through our partners
- Received more than **400** survey responses on benefits and barriers to heat pumps, home solar, and community solar
- **95%** felt more confident to text the next step on their clean energy project than when they started

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“I am honestly humbled by how much was done through the plugIN campaign. It’s made a real difference for my community” ~ Jillian Wilson-Martin, Town of Natick, Sustainability Manager

"plugIN added a lot because Acton did not have a turnkey community solar option before working with this campaign" - KJ Herther, Energize Acton

Contact us
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